Blue Zones: The Full and Fascinating Story Continues

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Women: 89
Men: 87

Women: 80
Men: 76
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NATIONAL GEOGRAPHIC
November 2008
Standard of Living Is in the Shadows as Election Issue

By DAVID LEONHARDT

A decade-long stagnation in family incomes, a bedrock issue for the nation, has been caused by automation and globalization, among other factors not easily remedied in Washington.

- Indiana Senate Candidate Draws Fire for Rape Comments
- The Caucus: Eastwood Is Back in an Ad for Romney
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The Island Where People Forget to Die
• 90%-100% plant based
• 65% carbohydrates/starch
• Grains, greens, tubers, nuts and beans
• Meat < 5 times per month
• Fish < 3 times per week
• No cow’s dairy
• Water, tea, coffee and wine
Health Clubs
$20.3 BILLION

Supplements
$28.1 BILLION

Diets
$60.9 BILLION
ADHERENCE TO DIETS

ADHERENCE TO GYM MEMBERSHIP

RIGHT COMMUNITY
PRO-PLANTS
PRO-SOCIAL
CLEAN

EAT WISELY
RIGHT FOOD
TASTY
EASY

MOVE NATURALLY
DOG
FUN
ACTIVE COMMUTE

RIGHT TRIBE
PLANT-SLANT
ACTIVE
DEPENDABLE
ENGAGED

VALUES
PASSIONS
SKILLS
ACTION
PURPOSE
of all U.S. medical costs are explained by physical inactivity, food choices and portion size, tobacco and unmanaged stress.